



# **SNS COLLEGE OF TECHNOLOGY**

Kurumbapalayam (Po), Coimbatore – 641 107

**An Autonomous Institution**

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

**COURSE NAME : 23BAB601-DESIGN THINKING FOR MANAGERS**

**I YEAR / I SEMESTER**

**Unit 1-INTRODUCTION**

**Topic : People Centered Design & Evoking the 'right problem**



# People Centered Design



- People-centered design is a practice where designers focus on specific people's needs, taking the time to learn from particular ;
- “People-centered” is a human-centered design principle. Designers can co-create proper solutions when they live among their target groups, tap their insights and find real issues.

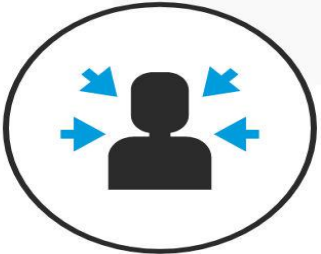
*“When you design, you have to understand what the capabilities are of the people you're designing for.”*



# People Centered Design

People-centered design is a refined term for human-centered design, comprising of four principles

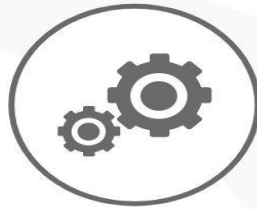
## 4 Principles of Human-Centered Design



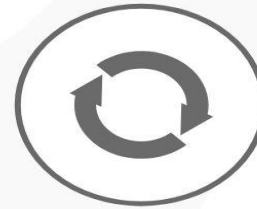
**People-Centered**



**Solve the Right Problem**



**Everything is a System**



**Small & Simple Interventions**

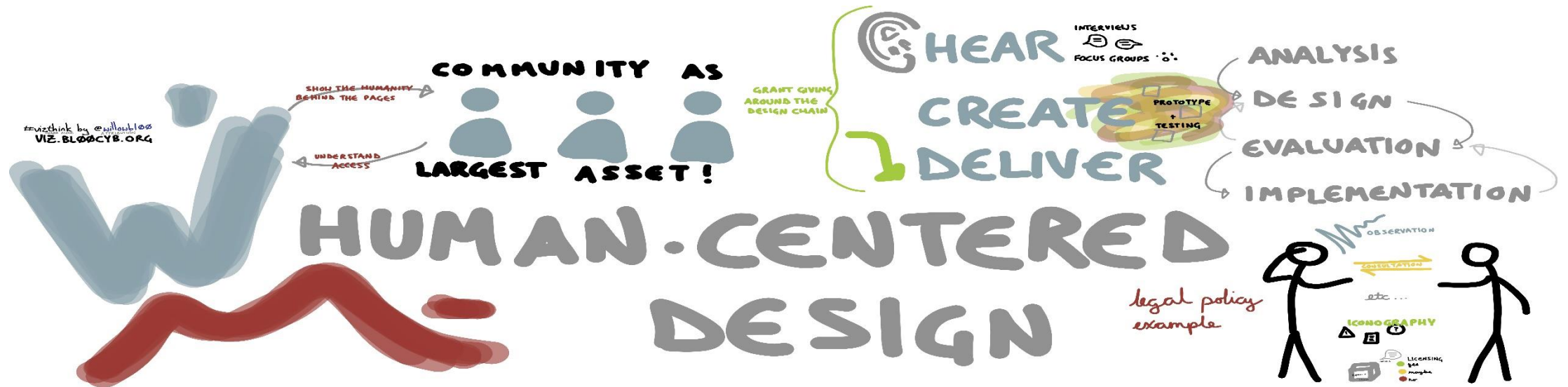
Interaction Design Foundation  
[interaction-design.org](http://interaction-design.org)



# How to Apply People-Centered Design

Here's how to work your way towards real solutions for real people around the world

- Spend years in the location.
- Collaborate closely with the local populations.
- See everything as a system.
- Co-design with your population.
- Keep an open eye on the solutions the population has attempted themselves.





# Design Thinking Mindsets for Human-Centered Design



**Empathy**



**Optimism**



**Embrace Ambiguity**



**Make It**



**Learn From Failure**



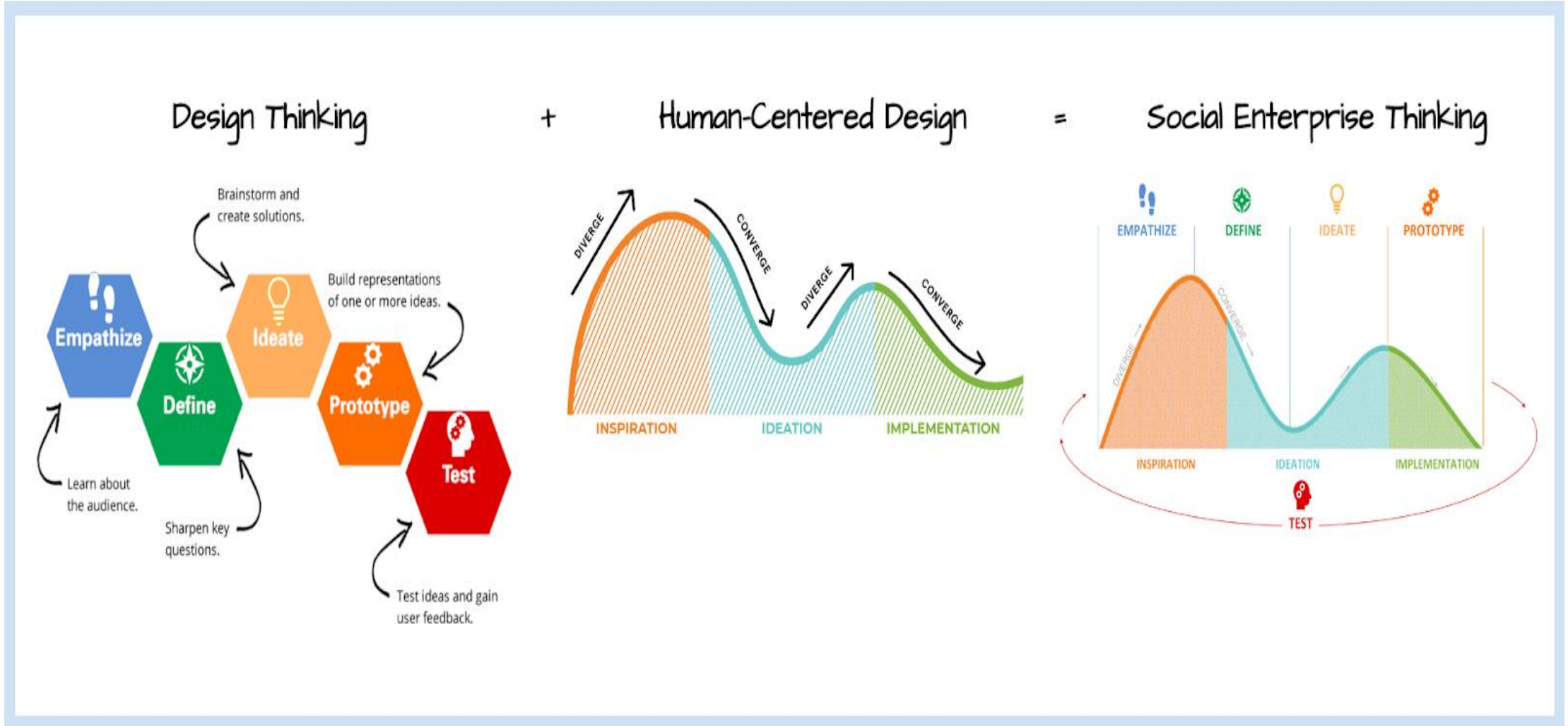
**Iterate, ITERATE**



**Creative Confidence**



# Design thinking vs Human-centered design





## Evoking the right problem

We've all experienced great solutions to the wrong problem:

Google Glass and banana slicers (below) both solve problems, but they are not necessarily solving ones that are meaningful for the intended customer.

The Challenge: Effectiveness vs. Efficiency

whereas

- Efficiency = doing things well (Being efficient is nice-to-have, once we know we are being effective!)
- Effectiveness = doing the right thing well. (Being effective is a non-negotiable aspect of coming up with a good solution.)

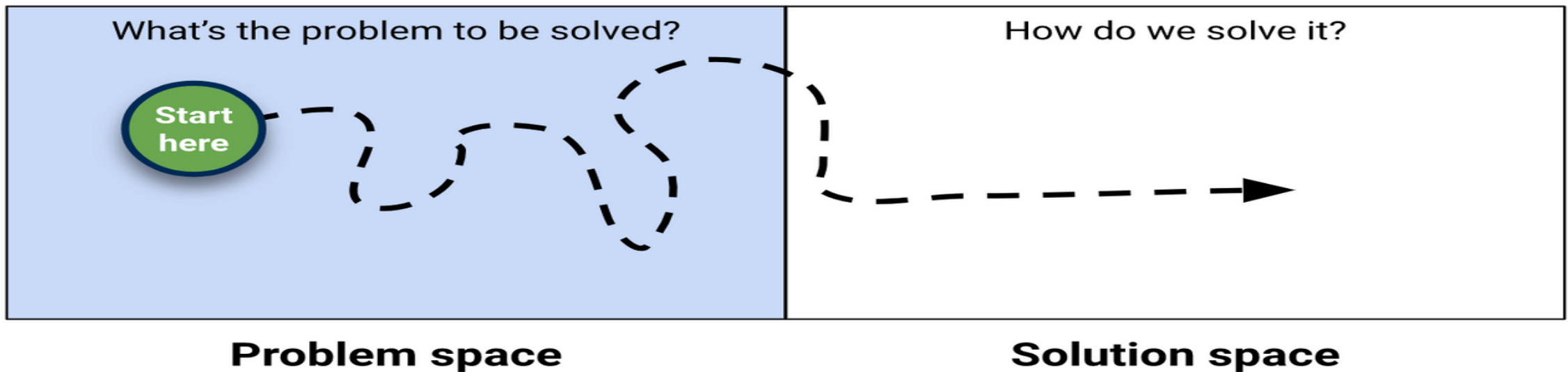




## Evoking the right problem

“If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and five minutes thinking about solutions”

Being effective requires a deeper understanding of the problem we're attempting to solve. This is referred to as understanding the “**problem space**”, and stands in contrast to the “**solution space**” where we design and implement solutions to solve the problem.

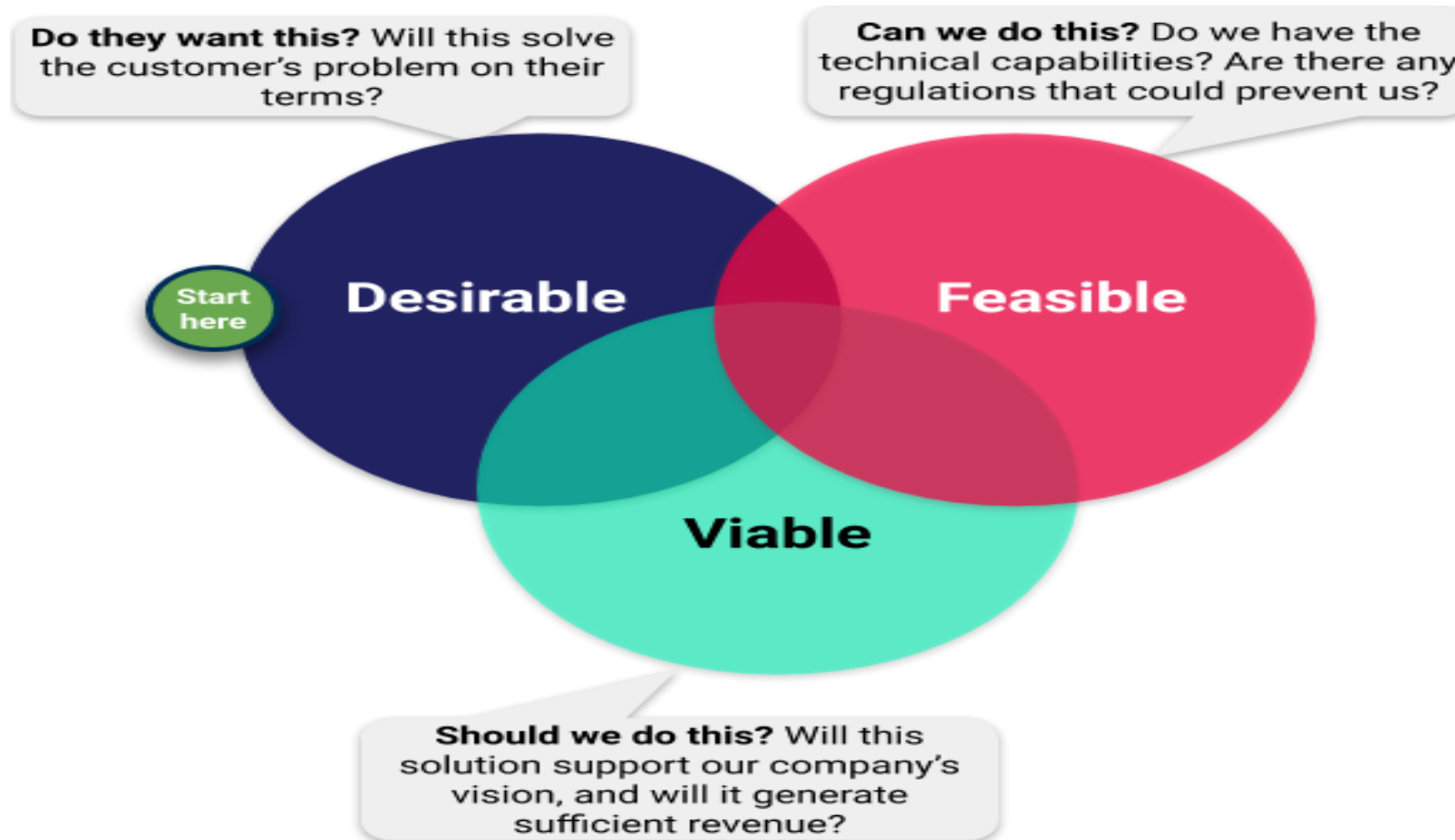






# Evoking the right problem to solutions

There are three dimensions of a ‘good’ solution: it must be desirable, viable and feasible.





## Questions and Answers

1. What is the main idea behind people-centered design?
  - A. Design primarily for technological advancement to help people.
  - B. Focus on the specific needs and contexts of people.
  - C. Prioritize cost efficiency over user needs and wants.
  
2. Why should designers spend years in the locations where they are designing solutions?
  - A. To discover the true nature of the problems and gather insights
  - B. To guarantee the use of the latest technologies and research
  - C. To work onsite with the people and lower the overall project cost
  
3. What principle in people-centered design involves the understanding of interconnected problems?
  - A. Design for immediate results
  - B. Focus only on technological solutions
  - C. See everything as a system



## Questions and Answers

5. What ethical consideration is important in people-centered design?
- A. Implement and use of cutting-edge technology
  - B. Make sure to respect the dignity and contributions of the people
  - C. Report on the project to stakeholders not onsite
5. Why is co-design with the local population important in people-centered design?
- A. It decreases the cost of materials and the project timeline.
  - B. It makes sure solutions are more accepted and sustainable.
  - C. It speeds up the design process for specific communities.



THANK YOU